

Remarks:

Restriction Requirement

Claims 21-23 have been withdrawn from consideration. However, since claim 18 is a generic claim to spices claims 21-23, when claim 18 is found allowable, the merits of claims 21-23 should be examined.

Claim Rejections under 35 USC §112

Claim 26 was rejected under 35 USC §112, first and second paragraphs. The Examiner indicated in the Office Action that it is not clear how the incentive information from the management system can comprise a request requesting the service facility to render the promoted service.

One of the examples of the incentive information discussed in the specification is coupon data. A coupon becomes a promise, once accepted by a user, that a particular service may be rendered for free or at a lower price. Thus, when receiving coupon data from a user, the service facility has to provide a service that takes the coupon data into account or provide a service at a lower price. (See page 9, lines 17-21 of the specification). In other words, coupon data, or the incentive information, is a request to a service facility to render a service. Thus, Applicants believe that the subject matter recited in claim 26 is supported by the disclosure of the specification.

Claim Rejections under 35 USC §103

Claims 18, 19, 20, 24-30 are rejected under 35 U.S.C. 103(a) as being unpatentable over Mayer et al. (US 6,915,271) in view of Ozawa et al. (US 7,023,858). Mayer discloses an Internet transaction which is not similar at all to the transaction which can be implemented by the present invention. Ozawa discloses hardware construction including a STB. Ozawa discloses no transactions which can be implemented by the hardware. Applicants respectfully submit that neither Mayer nor Ozawa discloses or teaches the present invention recited in claim 18.

As has been cleared by the above amendment, claim 18 is directed to a mobile terminal and recites, among other things, a request sender which transmits the user request for incentive information and an incentive information receiver which receives

the incentive information returned from the management system. Claim 18 also recites an incentive information storage which stores the incentive information returned from the management system. In other words, in claim 18, the incentive information is stored in the mobile terminal.

Then, claim 18 recites an incentive information presenter which presents the stored incentive information to the service facility in order to receive the promoted service from the service facility. Thus, in claim 18, the mobile terminal requests incentive information and stores the obtained incentive information in its storage for later use. When communicating with the service facility, the mobile terminal presents the incentive information to the service facility in order to receive the promoted service.

There is nothing in Mayer which discloses or teaches the above limitations in claim 18. In Mayer, a consumer accesses a manufacturer or retainer web site and finds a display of incentive icons on the web site. (col. 27, line 66 to col. 28, line 4). Once the consumer views an incentive icon, the consumer may click on the icon. (co. 29, lines 36-39).

More specifically, if the consumer wants to use the incentive later, she may click on a "clip" button. (col. 36, lines 28-31). Then, the full information for the clipped incentive is sent to the member information computer 109 and stored in the member database 111. (col. 36, lines 57-67). Therefore, In Mayer, the incentive information is stored in a network server not in a consumer terminal. Please note that in claim 18, the incentive information or coupon data is received and stored in the mobile terminal.

Also, in Mayer, the consumer does not have to present the incentive information for redemption when receiving a service. In Mayer, when placing an order to a merchant, the consumer gives her ID to the merchant. After verifying the ID, the merchant then communicates with the member information computer 109 and obtains available clipped incentives from the member database 111. The merchant identifies an applicable clipped incentive and automatically adjusts the price. (col. 42, lines 7-25). Therefore, unlike claim 18, in Mayer, a consumer does not present the incentive information. The merchant finds an applicable incentive and automatically adjusts the price.

As explained above, in Mayer, the incentive information is stored in a network

server and not stored in the mobile terminal. Also, in Mayer, the consumer does not present incentive information to a merchant. The incentive information is automatically sent from the network server to the merchant. Thus, Mayer is silent about the invention recited in claim 18.

As explained above, Ozawa discloses no transactions which can be implemented by the disclosed hardware. There is nothing in Ozawa which discloses or teaches the present invention recited in claim 18. Thus, claim 18 is allowable over Mayer and Ozawa either alone or in combination. Since claim 18 should be allowable, its dependent claims should also be allowable.

Also, Applicants will discuss patentability of some of the dependent claims as follows:

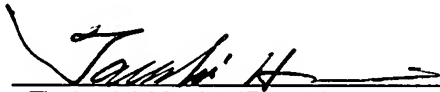
Claim 19 recites that the request sender sends the user request to the management system via the interactive device. Neither Mayer nor Ozawa discloses or teaches the limitation.

Claim 20 recites the incentive information receiver receives the incentive information from the interactive device interface via the interactive device. Neither Mayer nor Ozawa discloses or teaches the limitation.

Claim 29 recites that the incentive information presenter communicates at least a part of the incentive information to the service facility via the mobile communication network. Neither Mayer nor Ozawa discloses or teaches the limitation.

Respectfully submitted,

February 20, 2007
Date



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